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USDF Launches Campaign to Recruit Members

Lincoln, Nebraska (June 14, 2001) -- The United States Dressage Federation (USDF) has launched its first annual "Member-Get-A-Member Campaign" to ensure the continued growth of the sport of dressage in America. Throughout the coming months, members of the 129 local dressage clubs will recruit individuals interested in dressage to join their organizations. In addition, individuals who are already members of their local dressage club will be recruited to join nationally, as USDF Participating Members. Prizes will be awarded to encourage the recruiting effort.

"In USDF's 27 years of service, the membership numbers have continued to climb, without even trying," said Ken Levy, chairman of the Membership Marketing Sub-Committee. "We want to ensure USDF's continued success through a membership recruitment program that is a win-win situation for the individual, for the local clubs, and Federation."

"The individual will personally benefit from a USDF membership by enhancing their knowledge of dressage. The local clubs will benefit with more members who can serve as volunteers and become future leaders. And, with more members, the U.S. Dressage Federation can do even more to provide education, recognize achievement, and promote the sport of dressage," Levy explained.

Each Participating Member has been sent a special membership application to give to a potential member. This application asks for the name of the person who recruited them to join. This is sent in to the USDF office, where the information will be tallied. Or, for those too shy to hand out a brochure, they can send USDF the name of a potential member, and USDF will send the form with the recruiter's name as the referral. Names of new Participating Members and recruiters will be published in the *USDF Connection* and on the USDF website. The top recruiter of Participating Members from each of USDF's nine regions will win full registration to the USDF Annual Convention, to be held November 28-December 2, 2001 in Orlando, plus five-day's hotel room during the convention at the elegant Orlando Peabody luxury hotel. The contest runs through September 30th.

In addition, each GMO President and Membership Contact has been sent a campaign packet, which includes their club's recruitment goal. GMO's in the Large division (over 175 members) have a goal of 4% growth, the Medium division clubs (76 to 175 members) have a 6% goal, and the Small division clubs (25 to 75 members) have a goal

of 8% growth. As an incentive, the Group Member Organization (GMO) in each of three divisions that brings in the most Group Members will win a \$1,000 educational grant. This contest runs through November 1st.

Membership recruitment packets are available from the United States Dressage Federation, at P.O. Box 6669; Lincoln, NE 68506, call 402/434-8550, e-mail usdressage@usdf.org, or visit www.usdf.org.

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As a non-profit, tax-exempt corporation, USDF serves as the national voice of the dressage community. USDF promotes dressage, provides education, and rewards excellent performance in dressage competition. Membership in USDF is achieved by joining one of the 129 affiliated dressage clubs, or by joining USDF directly to receive additional benefits of membership. For more information, contact USDF at P.O. Box 6669; Lincoln, NE 68506, call 402/434-8550, e-mail usdressage@usdf.org, or visit www.usdf.org.

Bring a Friend along for the Ride



USDF members, and friends, Kathryn Barry and Heather McCarthy. Photo by Kirsie Barry